

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 409473

1. THE NAME OF THE CANDIDATE IS: Anitere Flores
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF ~~House~~ Senate in
the Primary Election, General Election, or Special Election. Florida District 39
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Florida Republican Senatorial Campaign Committee
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Abby Dupree
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Ruben Machado
Name
Santana Media 
Address
305 639 8422
Phone Number
12030 SW
129th Ct
Suite 202
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:
Abby Dupree

* The Treasurer is often the only top officer of a Candidate Committee.

ORDER



WPLG, INC.

Orders
Order / Rev: 409473
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/24/16 - 11/06/16
Original Date / Rev: 10/21/16 / 10/21/16
Order Type: GENERAL

Primary AE: Sara Reynolds-Political
Sales Office: MIA
Sales Region: LOC

Agency Name: Santana Media
Buying Contact:
Billing Contact:
 12030 SW 129th Court
 Miami, FL 33015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Anitere Flores Senate District 39
Demographic: A25-54
Product Codes: PL-Local-Political
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	5	\$8,925.00	\$7,586.25
10/31/16	11/06/16	2	\$2,625.00	\$2,231.25

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	5	\$8,925.00	\$7,586.25	0.00
November 2016	2	\$2,625.00	\$2,231.25	0.00
Totals	7	\$11,550.00	\$9,817.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	10/24/16	10/30/16	TWISF/Michael Putney This Week in South Florida	CM	1130a-1230p	LUR-----S	:30	1	\$125.00	LUR	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S		1				\$125.00		0.00			
N 2	WPLG	10/24/16	10/30/16	M-F 6p LCL News M-F Local News	CM	6-630pm	--1-1--	:30	2	\$1,900.00	P-2	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1-1--		2				\$1,900.00		0.00			
N 3	WPLG	10/24/16	10/30/16	M-F 11-1135P M-F Local 10 News @ 11pm	CM	11-1135P	-1-1---	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-1---		2				\$2,500.00		0.00			
N 4	WPLG	10/31/16	11/06/16	TWISF/Michael Putney This Week in South Florida	CM	1130a-1230p	LUR-----S	:30	1	\$125.00	LUR	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S		1				\$125.00		0.00			
N 5	WPLG	10/31/16	10/31/16	M-F 11-1135P M-F Local 10 News @ 11pm	CM	11-1135P	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$2,500.00		0.00			
Totals														7	\$11,550.00